

Pierce County
Quit Line Data Summary
July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 1,225	N = 10,345
Percent of Statewide Calls	14.4%	100.0%
Percent of State Population in County¹	11.9%	100.0%
	County %	State %
Gender	N = 1,212	N = 8,891
Female	60.9%	61.8%
Male	39.1%	38.2%
Race/Ethnicity	N = 1,159	N = 8,013
People of Color	20.4%	15.6%
White	79.6%	84.4%
Age	N = 1,207	N = 8,649
Less than 18 years old	0.8%	1.3%
18 - 24 years old	22.6%	19.4%
25 - 34 years old	29.7%	26.5%
35 - 44 years old	20.7%	20.8%
45 years and older	26.1%	32.0%
Education	N = 1,186	N = 8,130
Did not graduate high school	18.5%	19.0%
High school graduate	38.4%	37.4%
Some college/vocational school	30.8%	32.3%
College graduate	12.4%	11.2%
Caller Type	N = 1,219	N = 9,433
General Information	1.0%	6.8%
Health care provider	0.6%	2.2%
Tobacco user	98.4%	91.0%
Payer Type	N = 1,096	N = 7,657
Insured	40.5%	36.8%
Uninsured	39.4%	37.2%
Medicaid	20.1%	26.0%
Heard About	N = 959	N = 7,244
Past caller ²	8.0%	7.1%
Employer/worksites	1.7%	2.2%
Health care provider	17.9%	25.0%
Television	6.2%	6.6%
Outdoor advertisement (billboard/bus/wall)	2.5%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	12.6%	4.2%
Newspaper/Magazine	0.5%	1.2%
Brochure/Newsletter	6.3%	7.7%
Family or friend	37.0%	36.5%
Health Department	5.8%	5.6%
School	1.5%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.